



# TRANSIT *advertising*

**A WINDOW OF OPPORTUNITY IS HERE**



## LAKE COUNTY'S MOBILE MEDIUM FOR ANY MARKETING PLAN

Reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they listen to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Lake County.

|                                                                                     | DESCRIPTION                          | MONTHLY AD RATE | AD PRODUCTION |
|-------------------------------------------------------------------------------------|--------------------------------------|-----------------|---------------|
|  | <b>SINGLE WINDOW AD</b><br>26" x 30" | \$25            | \$75          |
|  | <b>PANEL AD</b><br>129" x 31.375"    | \$150           | \$730         |
|  | <b>BUS BACK AD</b><br>17" x 20"      | \$25            | \$25          |
|  | <b>INTERIOR POSTERS</b><br>17" x 11" | \$10            | \$25          |

*Prices reflect print-ready artwork only. Professional ad design is available.*

**FULL WINDOW COVERAGE AVAILABLE BY REQUEST**



**Yates Dial-a-Ride** *advertising – moving ahead.*

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